



PRESS RELEASE

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Asheboro Receives Honorable Mention from the National Civic League

ASHEBORO – The City of Asheboro was excited to complete its first application process for the National Civic League’s All-America City award. Although Asheboro was not selected this year as a finalist, city officials and staff are more confident in the process and look forward to participating again in the 2015 rounds.

“The All-America City award is a nationally-known award, therefore we knew we would meet some pretty stiff competition,” said city manager, John Ogburn. “We weren’t selected this year, but that won’t stop us from trying again. We have to walk before we can run,” he added.

The 2014 application process began in late 2013, when communities from across the nation submitted their letters of intent. Over the next several months, conference calls were held every few weeks and the final application was due Tuesday, March 18. This year the National Civic League asked participating communities to describe various projects that helped promote healthy communities.

“Our application was 26 pages long by the time we finally submitted it,” said Leigh Anna Johnson, public information officer with the City of Asheboro. “As we unfolded the story of our community, we focused on broadening the ‘health’ scope. Of course, we mentioned the quality healthcare services provided by Randolph Hospital and StayWell Senior Care, but we also touched on our economic health by describing our downtown streetscape, historical preservation and housing projects.”

The All-America City Award is a community award. It honors the community’s ability to work as a team: government, business, non-profits and residents working together toward shared goals.

It spotlights civic infrastructure: how communities work together to address their local challenges.

“This may not have been Asheboro’s year, but we’re keeping our heads up. Just completing the process was a feat within itself,” said Ogburn.

To learn more about the All-America City award or the National Civic League, please log on to www.allamericacityaward.com or www.ncl.org. For questions about Asheboro’s application, please call Leigh Anna Johnson at (336) 626-1201, ext.218.

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(Reporters/Editors: Please call Leigh Anna Johnson at (336) 626-1201, x218 for questions.)